Assignment 5\_1: Search Engine Comparison

Sample research question (relevant to the selected tools!):

Query/queries used search syntax, keywords, phrases: figurative language

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Search tools & logos** |  | **Tool #1**  **Bing** | **Tool #2**  **Dogpile** | **Tool #3**  **Clusty** |
| Describe the interface |  | The background image on the main page changes daily. The initial search bar is located on the main page with images of what searches are currently most popular below. There is also a section where you can see your search history, which is located on the lower right hand corner. The toolbar located on the top of the screen allows the user to search for images, videos, maps, news, and more. | Search bar is similar to others, right in the center of the page. There are tabs along the top to narrow your search by: web, images, video, news, local and white pages. The overall look is cute and appealing: cartoon image of a dog riding a bike with grass and sky - due to Tour de France (similar to Google in that the graphic changes periodically). Also has an Advanced search option directly under the search bar, in plain sight. The “Favorite Fetches” menu allows users to see what the most popular search topics currently are. | The main page of the search engine has a bar to type in a search. There is the option for advanced preferences. Above the search bar, there are options for specific searches that include web, news, images, blogs, wikipedia, jobs, and more. |
| How are results returned? |  | -Similar to the display of Google’s search results page  -Related searches are on the right side of the page  -Below the search bar are suggestions, “also try”  -Images are fairly large prior to hovering to enlarge.  - As you scroll down, the related searches on the right remain stationary.  - Many image results given. You never really get to the bottom. No page results shown, just more and more results pop up as you scroll down. | -There are a few ads at the very top, prior to search results (I don’t like this).  -All results are images (I searched the image tool for Figurative Language)  - Hover over the image to see it a bit larger and to get the source/url and whether or not it was found on Google, Yahoo or Yandex  -To the left is a list of other searches related to the key words in the query, prefaced with the question “Are you looking for?” There were 8 other possible links/searches listed.  - At the bottom is a list of numbered page results to click on.  - On results page there is a search bar at both the top and bottom of page - I like this.  - Tabs for type of search remain on the results page, making it easy to search for a different type of result with your query already entered. | -The left sidebar of the search results page shows the categorized information in clusters.  -Also in this sidebar is the options to view the results in clouds, sites, sources, and time.  -The results are listed like any typical search engine, however, there are options to open the link in a new window, to preview the link, or to show in clouds. |
| Special features |  | -Integration with **Facebook**, people can send messages to their friends in the search results.  -Integration with **Hotmail**, users can add various information like, restaurant reviews, movie times, images, videos, and maps directly into their e-mails.  **-Bing Mobile** is an app that allows users to search from their mobile devices.  **-BingTweets** combine Twitter trends and Bing search results that allows users to see current information.  **-Bing Rewards** allows people who search to earn points that are able to be redeemed for products or services. | Your **recent searches** are listed to the left, making it very easy to go back to a previous search. You can hide or clear this out if you want.  Click on the image to see it larger, in a pop-out window without having to go to the site. You can move forward and backward through the image results quickly and easily without having to go to the site. I like this! | -**Clusty for the Wii** that allows searches to be conducted on the Wii game unit  -**Previewing** the results directly on the result page  -**Automatic sorting** by group, URL, source, topic, image size, etc.  -Ability to add **customized tabs,** which can be results from other search engines, news, shopping, and other sources.  -**Clusty plug-in** available for Mozilla  -**Clusty Mobile** makes mobile web searching simplified by increasing the capabilities of navigational tools |
| What happened? |  | Quick results shown. | Quick results given - no number of results listed.  Results were 5 across, 7 down = 35 per page of results. | When I searched for “figurative language,” I chose the image option. The top 34 results were shown on the page. I liked the options provided on the left sidebar. The options included to sort the results by size, name, type, and url. I found this to be helpful in order to refine my search down to what I specifically was looking for. |
| Strengths |  | -You can post searches to social networks if you are seeking opinions or advice from others.  -Video search is displayed visually in a grid format, which expand further than YouTube videos  -At the top are other categories or ways to narrow your search. Nice for image searching, it categorized the image types and made it easy to browse. | Pop-out images - you can preview the image clearly, quickly without having to go to the site. Can determine if the image is what you want without having to load the page.  Visual design is appealing and very user friendly.  Clear and easy Advanced Search options  The search suggestions on the left, may give user ideas/guidance when trying to narrow search | -Visually designed for clear organization and user-friendly  -Narrow down and refine general terms when searched  -Organizes search into logical groupings  -Allows user to narrow search by domain (,org, .com, .edu, etc.)  -Search results can be grouped by topics  -Helps find related topics |
| Weaknesses |  | -Relies on input from people on social networks in order to provide the “best” answer.  -Lacks in quality of when it comes to informative searches (when compared to Google) | Cannot narrow search by domain  Adds at the top: seeming like they place importance on this. | -Pulls search results from lesser search engines to generate results  -Wikipedia located on the toolbar since students may be inclined to use that feature when conducting research. |
| Would you recommend this search tool? For whom? In what situation? |  | -High School/College students and adults who are searching for images, videos, shopping, travel, and social media  -I would not recommend this search tool to elementary students due to the integration of various social media tools | Any age user could easily navigate through Dogpile  You would have to coach the user, if younger, to look at the small grey text that indicates Ads or Web results.  I think when conducting a general search, looking for quick results, Dogpile would be a nice option. The advanced search is simplistic, therefore I’m not sure that a user would be able to as easily narrow their search in comparison to other engines. | -I would recommend this search tool to everyone. I feel that anyone can benefit from the special features Clusty provides. Students would find this search tool beneficial when researching because it aids in refining searches. There is also options that allow to search with domains, which would help to find reliable sites to use.  -Not only is Clusty useful when it comes to research and academic information, but also for searches related to jobs, blogs, and shopping. |







**Chrissy’s reflection:** I conducted searches on both Bing and Clusty. I have had previous experiences with using Bing. It was interesting to take a closer look at Bing as I was completing this comparison. I was not aware of all the special features included through Bing. I also was unaware that Bing was connected to various social media websites. I have never used (or heard of Clusty) before this course. I think I may have found a new favorite search engine! I like the way it organizes the search results into clusters as well as the options it provides to narrow search results. If I had to choose one of these search engines to use with my students in a research project, I would choose Clusty. I plan to introduce Clusty to my students this upcoming school year.

**Stacy’s reflection:** I conducted searches on both Dogpile and Bing. When searching, I chose to focus only on results for images. I have little experience with either engine, being a “Google Girl” for most all of my queries. Both engines have features that I really like. I searched Dogpile first and really appreciated the pop-out feature of previewing the images without having to load the source. Often times when searching for images, I have something in mind or want to see the size/quality of the original image so I know if it’s what I want/need. Dogpile makes this easy. I also like the feature of having my recent search listed on Dogpile. As I research, it’s nice to keep track of each search to know how to modify or narrow it. The thing I liked best about Bing was the way to narrow down the images by clicking on given categories at the top of the results page. It was a quick way to get the type of images I was looking for. Both search engines had things that I did not like, too. Dogpile put Ads at the top of the results, I didn’t like this because it made it seem like the ads were the most important part of the results - also some younger students may not pay attention to the fact that they are ads first, web result second. Because Bing did not have a list of page results, it was overwhelming to see all of the ads as you scroll through. When it comes to results and images, I like to know what page I am on so I can better find the result again - I could not do this with Bing - I’d have to scroll through all the images again hoping to find the one I was looking for. I do think both are user friendly. I agree with Chrissy in that Bing seems to cater to an older audience with all of the social media and networking sites wrapped up on the page. Dogpile would be a great tool for basic searches for any user.